

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
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R 241300Z APR 75  
FM AMEMBASSY PRAGUE  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7963

UNCLAS PRAGUE 930

COMMERCE FOR BEWT/TPD (THOMPSON)

E.O. 11652: N/A  
TAGS: BEXP, CZ  
SUBJECT: BRNO ENGINEERING FAIR; SEPTEMBER 1975  
REF: USDOC 5594 AND 6016

1. AT EMBASSY REQUEST, MINISTRY OF FOREIGN TRADE  
DESK OFFICER, JAROSLAV MERCL, CALLED PERSONALLY ON  
COMMERCIAL DIRECTOR MATULOVA AT BRNO FAIR DURING  
CONSUMER GOODS FAIR LAST WEEK TO SEEK SOLUTION TO  
IMPASSE WHICH HAD BEEN DEVELOPING OVER ASSIGNMENT OF  
SPACE FOR USATECH '75 EXHIBIT. WE HAD EARLIER STRESSED  
TO BOTH MATULOVA AND MERCL THAT ANY FURTHER DELAY IN  
ASSIGNMENT OF SPACE MIGHT FORCE CANCELLATION OF U.S.  
PLANS OFFICIALLY TO PARTICIPATE AT BRNO NEXT SEPTEMBER.  
(WE HAD ALSO REJECTED EARLIER OFFER OF LARGE EXHIBIT  
SPACE OUT-OF-DOORS WHICH MATULOVA HAD INDICATED COULD,  
IF NECESSARY, BE "COVERED".)

2. ON APRIL 23 EMBASSY RECEIVED PHONE CALL FROM  
CELECHOVSKY, MATULOVA'S ASSISTANT, IN WHICH HE  
CONFIRMED ASSIGNMENT OF 360 SQUARE METERS OF SPACE  
INDOORS ON FIRST GALLERY OF PAVILION Z FOR USATECH '75.

3. WE FULLY UNDERSTAND AND AGREE WITH USDOC'S  
CONCERN THAT EXHIBIT SPACE ALLOCATED BE ON GROUND  
FLOOR, IN MAJOR PAVILION, WITHOUT ANY OBSTRUCTIONS,  
RAILS, ETC. BUT WE ALSO CAN UNDERSTAND VERY REAL  
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DIFFICULTIES POSED FOR BRNO FAIR ADMINISTRATION WHEN

WE COME BACK EACH YEAR WITH DIFFERENT PRODUCT THEME AND REQUEST PRIME SPACE WHICH, AS OFTEN AS NOT, HAS BEEN PLEDGED TO TRADITIONAL NATIONAL AND PRIVATE EXHIBITORS WHO TEND TO KEEP TO SINGLE PRODUCT THEMES, AND THUS GAIN FIRM FOOTHOLD IN THEIR RESPECTIVE PAVILIONS.

4. SINCE THIS IS FIRST FIRM OFFER OF INDOOR SPACE EMBASSY HAS RECEIVED, WE URGE COMMERCE TO ALLOW US TIME TO SEND AN OFFICER TO BRNO WITH CAMERA TO INSPECT AREA, TAKE PHOTOGRAPHS, AND MAKE PRELIMINARY JUDGMENT AS TO ITS SUITABILITY FOR OUR EXHIBIT BEFORE LOCKING OURSELVES INTO RIGID POSITION IN DEMANDING SPACE IN PAVILION C. IN OUR VIEW, LATTER COURSE WOULD BE PREMATURE AND PERHAPS, IN FINAL ANALYSIS, UNPRODUCTIVE. IN ABSENCE FURTHER COMMENT FROM COMMERCE, WE INTEND SEND EMBOFF TO BRNO DURING WEEK OF APRIL 28 TO MAKE NECESSARY ON-SCENE ASSESSMENT AS BASIS FOR FURTHER RECOMMENDATIONS, WHICH WE WILL SUBMIT ASAP.

5. WE HAVE PROVIDED FAIR AUTHORITIES WITH NAMES OF LIKELY EXHIBITORS CONTAINED USDOC 5594, BUT WOULD BE GRATEFUL FOR COMPLETE INFORMATION ON THESE FIRMS FOR USE IN PREPARING CATALOG SUBMISSIONS. REQUEST COMMERCE SEND WHAT INFORMATION IS AVAILABLE NOW, EVEN IF INCOMPLETE, TO AVOID LAST-MINUTE CRUNCH IN PAST YEARS.

6. EMBASSY RECEIVED TELEX APRIL 8 FROM H.P. BRANDSTETTER, "OPTELTEC", MUNICH ADDRESSED TO BUSHERY REQUESTING INFORMATION ON PARTICIPATION IN THIS YEAR'S USDOC EXHIBIT. FIRM WOULD LIKE TO PLACE OPTION FOR SPACE BEFORE APRIL 30 IF AT ALL POSSIBLE. WE ARE TELEXING BRANDSTETTER THAT HIS REQUEST HAS BEEN FORWARDED TO COMMERCE FOR CONSIDERATION. UNFORTUNATELY, WE KNOW LITTLE ABOUT PRODUCT LINE OF OPTELTEC OR ANY OTHER DETAILS OF FIRM BUT WILL URGE HIM TO CONTACT BEWT/TPD DIRECTLY. OPTELTEC'S TELEX NUMBER IN WEST GERMANY IS: 529072, NEUME D.

7. CEDOK PRAGUE CONFIRMED BY LETTER TO EMBASSY DATED UNCLASSIFIED

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APRIL 5 RESERVATION OF 35 TWIN-BEDDED ROOMS IN STUDENT HOSTELS "DRUZBA" AND "LESNA" FOR U.S. EXHIBITORS DURING PERIOD OF FAIR.  
PERRY

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